



Spring 2004

## Inside Scoop

### **Employee Recruitment & Training Opportunities**

Stockton businesses can avoid the high cost of recruiting, screening and training employees by taking advantage of the many programs offered by San Joaquin WorkNet, San Joaquin County Office of Education, San Joaquin Delta Community College, and the University of the Pacific.



#### **San Joaquin WorkNet**

As a work force investment for employers, job seekers, or those who wish to expand their training or explore other opportunities...San Joaquin County WorkNet is a one stop shopping spot! They offer consolidated training and employment programs for the Stockton community.

- **Recruitment and Screening Services** – WorkNet will design and implement an employee recruitment campaign around a company's specifications. This includes supplying applications, collecting and screening applications according to minimum criteria set by the employer, and scheduling interviews.
- **On-the-Job Training** – Through the On-the-Job Training program (OJT) employers may be reimbursed as much as 50% of their new employee's wages during training. This allows employers to reduce their training costs while employees are trained for specific jobs.
- **Pre-Trained/Job Ready Employees** – WorkNet funds several occupational skills training programs year-round that have proven to be a valuable resource to employers needing job-ready personnel.
- **Hiring Tax Credit/Employee Vouchering** – Businesses located within the Stockton/San Joaquin Enterprise Zone can reduce their California income tax by claiming a hiring tax credit which allows employers up to \$31,000 in tax credits over a five-year period for each eligible employee hired.

*For more information contact: San Joaquin County WorkNet  
Phone: 209-468-3500 • [www.sjworknet.org](http://www.sjworknet.org)*

#### **San Joaquin County Office of Education**

The San Joaquin County Office of Education (SJCOE) covers a vast array of education, services, and employment opportunities. Services are available for community members from preschool levels through job skills training.

- **Regional Occupational Program** – This program is primarily designed for high school students, offering an introduction to real job environments. Students are taught in a classroom setting and then given an opportunity for "on-the-job-training" through employers in their related field of study.

- **Apprenticeship Partners** – Offers students a pathway into trades through Union-supported jobs such as meat cutters and welders. One example is Durham Ferry, a 200-acre working farm that raises goats, cattle, horses, and other livestock. Students learn how to feed, manage, and propagate the best of the best....there is a waiting list of over 800 students for this program.

SJCOE also offers an outstanding Fine and Performing Arts program (60 students are currently participating), Technology Academy, Air and Space Academy, and Cosmetology training.

"These programs have an excellent reputation for providing well-trained employees," says Mick Founts, Deputy Superintendent of Student Programs and Services. Founts agrees that "learning work skills early in life is the key preparation for a successful life."

Adults can obtain training from the SJCOE as well. The Teacher Intern program features a teacher coach in an applied training atmosphere, School Administrators training (which partners with University of the Pacific), and a Care Providers Program.

*For more information contact: San Joaquin County Office of Education  
Phone: 209-468-4800 • [www.sjcoe.net](http://www.sjcoe.net)*

#### **San Joaquin Delta Community College (SJDC)**

One of the familiar slogans, "Welcome...Delta has something for EVERYONE!" covers an inclusive spectrum! The college offers Associate Degrees and over 80 Vocational Certificate Programs. For those working toward a Bachelor's Degree, an Associate Degree can be earned at Delta in preparation for a transfer to a four-year college or university. Classes are available days, evenings, weekends, on interactive television (ITV), televised courses and via the internet.



# Inside Scoop CONTINUED...

## **Employee Recruitment & Training Opportunities**



There are many innovative courses using the concept of "Partnering" with industry and customized training for industry unique to the individual job

requirements. For example, **The Caterpillar Program, "Think Big"**, provides scholarships and equipment to the college and Delta provides the training and expertise. This is a four-year, state-approved apprenticeship program centered solely around Caterpillar equipment training. During the first two years of the program, students spend half of the semester at the Delta campus in technical and general education course work. The remaining time is spent receiving hands-on training at a sponsoring CAT dealership allowing the student to put theory into practice during paid internships.

"A strong partnership between business and education is the fundamental key to developing successful educational programs" Hazel Hill, Dean of Workforce and Economic Development. "The **American Society of Mechanical Engineers (ASME)** program is part of our Applied Science and Technology Division, and it relies on its advisory committees for direction and, many times, needed supplies and materials."

The ASME conducts student design contests. Competing in the regional event against university teams from ASME Region IX (Hawaii, Nevada, and California), Delta students placed third. SJDC's top-three showing follows a remarkable ten-year history of high-placed results at regional and international ASME competitions, and stand out as the only Community College entrants as winners!

An exciting agreement is in the works between SJDC and The Hospital Council of Northern and Central California for expansion of **The Associate Degree Nursing Program**, which will increase the number of students in the nursing program from 60 to 80 through the 2006 school year.

According to Dr. Raul Rodriguez, Superintendent, "It is obvious that the idea of 'Partnering' is the wave of the future. Traditional training and academic education will be equally complemented by customized training for industry."

*For more information contact: San Joaquin Delta Community College  
Phone: 209-954-5018 • [www.deltacollege.edu](http://www.deltacollege.edu)*

### **University of the Pacific – Eberhardt School of Business**

University of the Pacific's Eberhardt School of Business is a leader in educational excellence. Mark Plovnick, Dean and Professor of Management, is "excited by the direction the business development programs are taking by encouraging strong

inter-relationships between the local business community and the student." Hands-on type of study benefits both through an exchange of experience for the student and fresh, eager management potential for business.

**Westgate Center for Management Development** – The Westgate Center is an extraordinary resource for the aspiring business expert and a pool of well-trained, innovative management level employees. The Westgate Center serves the regional business community with a wide variety of management development programs, which nurture the personal growth of future business leaders. There are general and customized programs, as well as programs for city and state government.



**Center for Entrepreneurship** – This center provides class projects for graduates and undergraduates with entrepreneurial firms. A quarterly economic newsletter called the "San Joaquin County Business Outlook," provides analysis of recent economic

activity and includes what business and consumers can expect for the coming months.

**The Institute for Family Business** – The Institute is a part of the Center for Entrepreneurship and provides guidance for this specialized area of business. Conferences, workshops, and faculty assistance are available to family-owned enterprises. Approximately 78% of the jobs created nationally are within family-owned enterprises; two examples include WalMart and Ford.

**Invention Evaluation Service** – Students and faculty assist aspiring inventors and entrepreneurs with commercialization of their ideas. Help is provided with finding investors and market feasibility studies, funding, patent recommendations, and assisting with prototypes.

**The Real Estate Institute** – This institute performs various research and consulting projects of interest to the regions real estate community, such as a quarterly survey of regional housing prices and the dissemination of a "Constant Quality Housing Price Index".



Graduates with a Bachelor of Science in Business Administration may enter and complete the MBA in one additional year of study with a unique five year BS/MBA option.

According to Dean Plovnick, "Many of the graduates stay in this region and become local contributors to our economy. We are a source for talent for local business. Many of our graduates start their own businesses, another boost to our economy!"

*For more information contact: University of the Pacific  
Phone: 209-946-2476 • [www.pacific.edu](http://www.pacific.edu)*



# Industry

## UniFirst Commercial Laundry

UniFirst began in an eight-stall garage in Boston in 1936 and has evolved into an industry leader. It is now one of the fastest growing companies in a multi-billion dollar uniform services industry. Its corporate headquarters still remain in a suburb of Boston, (Wilmington, Massachusetts), but UniFirst provides service to businesses worldwide. UniFirst, a leading supplier of workwear for businesses big and small, provides a wide range of apparel from traditional uniforms, industrial wear, specialty and protective clothing, to "corporate casual" attire. It operates 144 facilities and serves more than 150,000 customers throughout North America, as well as employing more than 7,800 people! UniFirst serves 98 of the top 100 metropolitan markets in the United States and its stock is traded on the New York Stock exchange (Symbol: UNF).



UniFirst Commercial Laundry ventured into the California market during 1998 when they purchased Parisian Laundry. In September 2003, they opened their new \$8 million project in the historic Midtown/Magnolia District in Stockton. This high tech, state-of-the-art facility currently employs 105 workers with plans to add up to 200 employees in the near future! Stockton's plant generates approximately \$20 million in revenue each year!

A tour of their modernized facility at 819 N. Hunter is both educational and awe-inspiring. Peter G. Bernadicou, General Manager, describes the journey a uniform takes from the time of purchase and design, to the wearer, complete with the wearer's name, the laundering, repairing, and return to the wearer. Admittedly, that is a simplistic view of the process; it is much more complex with a vast selection and detailed system of identifying each garment and its complete history. Everything is automated and the workspace within the plant is creatively used to reach optimal production and efficiency. The employees work in a temperature controlled environment, where they process over 10,000 garments a day! A large new parking lot adjacent to the facility is currently under construction and should be completed soon.

*For more information on UniFirst Corporation, visit [www.unifirst.com](http://www.unifirst.com).*

## Weston Ranch Shopping Center Expands

You can't miss all of the activity in Weston Ranch, located just off of Interstate 5 at Downing Avenue/Carolyn Weston Boulevard. An old-fashioned idea with a decidedly modern appeal...a neighborhood center, with a 60,000 square foot Food-4-Less grocery store and 40,000 square feet of additional shopping options. Once completed, the Weston Ranch shopping center will include 30 tenants, supply over 100 jobs, and meet the needs of the families in the area who have had to travel several miles for goods and services, until now!

This spring, the Weston Ranch community will have a thriving neighborhood center complete with a multi-level service plan with local people in local jobs all within a state-designated Enterprise Zone. The benefits are welcomed. Currently, approximately 29,000 people each week shop at Food-4-Less and are anxiously anticipating the rest of the shops and services, which include: Food-4-Less Gas, Jalapeno's Mexican Restaurant, Partner's Mortgage, Union Safe Deposit Bank, Dr. Smallie, D.C., Weston Ranch Realty, China Express, Mountain Mike's Pizza, Haircuts 2000, Subway, Torres Video, Hot Nails, Weston Ranch Cleaner's, Weston Ranch Pharmacy, UPS, Curves, King Check Cashing, Hay Indian Gourmet Foods, Ybarra's Jewelers, Dr. Lovato (Urgent Care), Dr. Cheema Dentistry,

Miranda Juice Bar, Mitchell Tax Service, \$.99 Store, Manila Foods, Pure Water Store, Beauty Salon, Meil Bakery, Party Store, and Financial Service Co.

It is refreshing to note the benefits to the local community, including the fact that the tax dollars stay in Stockton and help to provide additional services to residents. The convenience and services provided are appreciated by those that live in the area... *"I love it! My family lives in Weston Ranch and it is SO convenient! It's like the old fashioned idea of the neighborhood shopping center! I can, pretty much, do everything I need to do, right here!"*



# InFormation

## New Restaurant

### **Oriental Buffet**

4704 Pacific Avenue

Oriental Buffet held its grand opening on March 13 at their newly renovated site at the corner of March Lane and Pacific Avenue, on the former On The Border pad located near Dillard's. Oriental Buffet can accommodate large crowds and offers a fresh selection of over 150 items displayed on immaculate, buffet-style, hot and cold tables.



Joe Zheng, manager, says, "Business is good, we are very busy and doing well!"

According to Zheng, the food is rotated and changed every half hour to assure

freshness, and the restaurant crew of 20 stays until the restaurant is completely cleaned each night.

The menu periodically changes and includes a variety of seafood, beef, chicken, sushi, fresh fruits, desserts, and even pizza! There is something for everyone's taste buds.

The Oriental Buffet is part of a family chain of restaurants, which began on the East Coast. The Stockton restaurant is one of approximately 20 sites across the country, not all known by the same name.

### **On Lock Sam**

333 S. Sutter Street

On Lock Sam, which first opened its doors in 1898, has resumed its rightful place in Stockton's cuisine scene. The restaurant reopened in March under new management. The new owners have hired back most of the previous staff to provide the same quality food and service as before; their wish is to carry on the On Lock tradition that has been built over the decades.

### **Chipotle Mexican Grill**

4940 Pacific Avenue

Located in front of the Weberstown Mall on Pacific Avenue, the new Chipotle Mexican Grill offers a "simple menu of great food prepared fresh each day, using many of the same cooking techniques as gourmet restaurants," according to founder Steve Ellis.

Chipotle started in 1993 as a "tiny burrito joint." Today, there are close to 40 restaurants nationwide... and that number is rapidly increasing. The food is the same at every Chipotle (tacos & burritos made fresh to your liking), but the people are what makes each one unique. Stop by and taste the extraordinary!



# InCentive

## Passport

On July 1, 2003, the City Clerk's Office opened its doors as a passport application acceptance office. In addition to accepting and mailing applications, the City Clerk's Office also provides passport photos, making their office a "one-stop-shop"!

The City Clerk's Office accepts passport customers from 9am to 4pm, Monday through Friday – no appointment is necessary. On average, the entire process takes about 5 minutes and, with regular delivery, your passport is mailed to you within 6 weeks. Fees for passports, as determined by the United States Department of State, are as follows:

Passport Services	Passport Fee <i>Check or money order payable to U.S. Department of State</i>	Execution Fee <i>Cash or check payable to City of Stockton</i>	Total Fees
<b>Age 16 and over</b> <i>(10 year passport)</i>	\$55.00	\$30.00	\$85.00
<b>Age 15 and under</b> <i>(5 year passport)</i>	\$40.00	\$30.00	\$70.00
<b>Passport Photo</b>	n/a	\$10.00	\$10.00
<b>Expedite Fee</b> <i>2 week delivery</i>	\$60.00	n/a	\$60.00

For more information call (209) 937-8459 or visit [www.stocktongov.com](http://www.stocktongov.com).



## University Park Midtown/Magnolia District



Among the lovely old trees and stately historical buildings in Midtown Stockton, at the former home of the Stockton Developmental Center, exciting things are happening! An ambitious and well thought out redevelopment project is in progress at the current home of California State University, Stanislaus-Stockton Center.

The 103-acre site is a complicated undertaking and according to Dan Keyser, Senior Vice President of The Grupe Company, "The project involves not only a diverse partnership of private development, government and education, but also an array of agreements, planning documents and environmental studies." Grupe is the master developer of this multi-level, mixed-use project that will include classrooms, offices, retail, apartments and a community center.

There are the 19 historically significant buildings at University Park that will be renovated. The remaining structures (approximately 32) are beyond repair and will be demolished. This is no small job! As space is rented in the historically significant buildings, renovation will be suited to the lessee. Environmental issues, like lead paint and asbestos, are being carefully removed and any needed electrical, plumbing, heating and air conditioning upgrades are being put in place. "The work on the historical buildings that will be staying can progress quickly, and the renovation can proceed basically as a 'renovation to suit' deal for any tenant," according to Keyser. "The strongest demand, other than education will be for offices, initially. We're very optimistic about the response we've received."

During the third quarter of 2003, the vacancy rate for office space in Stockton stood at 3.5%. University Park offers much needed "back office space." The fact that the location is central, close to downtown, and has good traffic connections adds to the desirability of the Park.

The close proximity to St. Joseph's Hospital makes this location a natural for medical offices, and other support

businesses. Architects, dentists, lawyers and other service professionals have also expressed interest.

In order to alleviate anticipated increase in traffic flow, a main entrance with traffic controls cut into the north end of the campus at Harding and Grant. A roundabout and a security hut will be included, with decorative wrought iron fencing surrounding the campus.

In addition to the renovation of existing structures, 350,000 square feet of new office and retail space will be constructed. Office space will include about 300,000 square feet of the total, with retail outlets occupying the remaining space. "The new construction will reflect the architectural flavor of the historical buildings being saved on campus," said Keyser.

Currently, a small core of the campus is dedicated to CSU endeavors with about 1,250 students taking evening classes. As the enrollment grows, CSU intends to absorb some of the leased space to accommodate its increased student population. Other educational facilities may include a Stockton Unified K-8 elementary school to be built on the south end of University Park.

The CSU Stanislaus Foundation has been raising the necessary money to restore the "Crown Jewel" on the campus, the grand old Magnolia Mansion. So far the campaign has raised about \$400,000. About \$225,000 will renovate the exterior. The interior renovations are expected to cost around \$400,000, which will bring the downstairs portion of the mansion to a condition appropriate for an elegant community center to rent for special events.

University Park, in its entirety, is extensive and is expected to take time to create the environment and ambiance that has been described. It promises to be a place of pride and enterprise for our city. We look forward to watching it take shape and anticipate the opening of a place in which to do business, with a mixture of old and new brought together to make this an exceptional and unique project.



Is published quarterly by the Economic Development Division, City of Stockton to provide business and economic information.

*City Manager:* Mark Lewis, Esq.

*Economic Development Director:*  
Steve Carrigan

*Editor:* Janice Souza-Miller

*Design, Layout & Production:*  
Beckrest Graphic Design

*Photography:* Chris Beckrest

*Address all correspondence to:*



Economic Development Division  
425 North El Dorado St., Suite 301  
Stockton, CA 95202  
209.937.8530 • [www.stocktongov.com](http://www.stocktongov.com)  
email: [janice.miller@ci.stockton.ca.us](mailto:janice.miller@ci.stockton.ca.us)

Presort Standard  
U.S. Postage

**PAID**

Permit No. 269  
Stockton, CA

## Indicators

### Prime Rate: 4.0%

*As of April 2004*

*Source: Federal Reserve Board*

### Consumer and Producer Price Index

CPI Core Rate	PPI Finished Goods
<b>Feb. 186.2</b>	<b>Feb. 145.31</b>

*The most widely used measure of inflation, the CPI is an indicator of the effectiveness of government policy.*

*Business executives, labor leaders and other private citizens use the index as a guide for economic decisions.*

*The Index measures prices of goods at the wholesale level. The market tracks the finished goods index most closely, as it represents prices for goods ready for sale.*

*Source: US Department of Labor  
Bureau of Labor Statistics*

### Employment Trends

*Source: California Employment Development Department*

#### Monthly labor force data for San Joaquin County (not seasonally adjusted)

2004	Labor Force	Employment	Unemployment	Rate
January	278,200	246,600	31,600	11.4%
February	279,200	247,400	31,800	11.4%
March	281,700	249,800	31,900	11.3%

### Stockton's Permit Activity

*Figures are for calendar year January 1, 2004 thru March 31, 2004*

Residential	YTD Mar 2003	Valuation	YTD Mar 2004	Valuation
Single Family	703	\$115,559,746	771	\$132,608,265
Multi-Family	15	\$5,482,258	4	\$1,809,772
Adds, Alts, Repairs	245	\$2,596,689	280	\$3,482,341
<b>TOTALS</b>	<b>963</b>	<b>\$123,638,693</b>	<b>1,055</b>	<b>\$137,900,378</b>
Commercial	YTD Mar 2003	Valuation	YTD Mar 2004	Valuation
Industrial	6	\$6,201,892	1	\$500
Commercial	13	\$10,477,456	7	\$29,019,949
Other Non-Residential	10	\$747,850	17	\$3,535,208
Adds, Alts, Repairs	103	\$33,591,055	103	\$9,402,938
<b>TOTALS</b>	<b>132</b>	<b>\$51,018,253</b>	<b>128</b>	<b>\$41,958,595</b>